Claims

I claim:

1. A method for paying a group of recipients for their attention to a message, comprising:

    (a) identifying an advertiser and an associated payment offer having at least one condition;

    (b) associating an expected value (EV) payment, and a corresponding payoff, with the recipients,

    (c) determining acceptance of the offer by recipients;

    (d) selecting at least one of the recipients at random with a probability being set at EV/Payoff;

    (e) determining whether the selected at least one recipient satisfies the at least one condition; and

    (f) based on a positive determination, providing the payoff to the selected one of the recipients.